

Impartiality is still key for news audiences. Here's how to rethink it for the digital age | Reuters Institute for the Study of Journalism

By Nic Newman

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Most people agree that news organisations and journalists should reflect all sides of an issue and not push a particular agenda – at least when asked about it in surveys. Our 2021 Digital News Report finds this to be true across countries and age groups.

However, many people feel that the media often fail to live up to this ideal. Our surveys consistently show that committed partisans believe that traditional media coverage is unfair, especially in countries where debates about politics or social justice have become deeply polarised. In recent years we've also seen an increase in opinion-led television formats such as Fox News/MSNBC in the United States, GB News in the UK and CNews in France, while many traditional print publications have focussed on distinctive and robust opinion as a way of standing out online.

[...]

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